

## COAST TO COAST JOURNEY

Cody, Wyoming, Man Left Alliance Wednesday Night for Denver and Pacific Coast

Henry O. Weber, of Cody, Wyoming, who has been in Alliance for several months, left Wednesday for Denver to prepare for one of the greatest horseback rides ever made by man.



HENRY O. WEBER

Mr. Weber, who is an all-around sporting man, gave The Herald an interview before leaving on his trip. Mr. Weber will secure a saddle horse in Denver which he will ride from there to Cody, Wyoming, going from Cody to San Francisco on horseback during the spring. He will start east from San Francisco and plan the trail, locating supply depots, stopping places, etc., for the grand cross country horse run to be conducted in 1915 under the auspices of the Panama-Pacific exposition and federation of Wyoming commercial clubs. More than 100 horsemen will make the dash from Bangor, Maine, to San Francisco, the men to only ride one horse on the trip, the winner to receive a prize of \$15,000 in gold.

The races will be run under the auspices of the committee of events of the Panama-California exposition and the Federation of Wyoming Commercial Clubs. The contestants will leave Bangor on the instant the electric flash button is pressed by President Wilson in Washington, officially opening the great western exposition to the world. The riders will finish their race by riding into the exposition grounds where they will be awarded the prizes.

Mr. Weber said to The Herald reporter:

"On the official run westward each contestant will be allowed but one horse. Should that animal by chance suffer an accident en route that will incapacitate it for further travel, the rider is out of the race for good. So you see it is up to the different men to do some mighty clever riding and husbanding of their horses' strength.

"After leaving Bangor we will travel in a general southwesterly direction through New Hampshire and Connecticut and into New York state. Just what roads we will ride going westward thru New York state I cannot say as yet, but we will pass thru Buffalo as it has been designated as a checking station on the run. After leaving Buffalo we will follow along the south line of Lake Erie. We will ride into Chicago where we will be checked up again at the different newspaper offices. After leaving Chicago we expect to follow the Lincoln Memorial highway for the remainder of the journey westward. That the trip will be an even 4,000 miles a extra leg has been added to the journey. Instead of riding directly into San Francisco we will ride south into San Diego, California, and then strike northward to San Francisco.

"I will carry messages and greetings from Governor Carey of Wyoming and Secretary of State Houk and the San Diego Fair Association to the different executive and newspaper offices along the route. We will get our meals and provender for the horses along the road whenever darkness and the close of the day should happen to overtake us. I believe it is to be one of the rules of the contest that no rider carry more than a

## SOME NOTICES WORTH READING

If You Read The Herald's Advertisements, They Will Interest and Profit You—Read Them

The more closely people generally inspect newspaper advertisements and note carefully whether the business transacted tallies with the statements made thru the press, the more necessary it is for advertisers to "deal on the square" in order to build up a successful business thereby. The Herald does not believe there has been a time within the memory of the oldest inhabitant when advertisers as a rule were more careful to meet in their business transactions the claims made by them in their public announcements.

## BOY BURNED TO DEATH

Five Year Old Son of L. D. Carter of This City Meets Death by Fire

The five year old son of L. D. Carter, a Burlington fireman of this city, was burned to death yesterday at Seneca where the family were visiting. The accident happened about 4 o'clock yesterday afternoon. The little fellow crawled into a shed adjoining a barn and started a fire in some straw. The flames sprang up so rapidly that the child became confused and did not try to escape. The fire was discovered almost immediately but before the boy was rescued he was so terribly burned that he lived only a few hours.

## ALLIANCE DRY FOR FOUR DAYS

Conflicting Laws Close Saloons for Short Time—Old Council Not to Grant Licenses

Alliance is going dry for four days—At 8 o'clock, the evening of April 30th, the saloons will close and will not reopen until the morning of May 5th. The reason is that the license year extends from May 1 to May 1. The law says that the new board is to qualify the first Tuesday in May. This year the first Tuesday comes on May 5th, thus there is a lapse of four days in which the saloons have no licenses. In reply to a letter asking for an opinion on the question, the attorney general stated that there was no way to obviate the difficulty unless the old council saw fit to act. He does not advise this as such action might defeat the will of the majority. After considering the matter thoroughly the council declined to act and as a result the lid goes on for four days.

## Reception for Glee Club

The Hastings College Glee Club was most royally entertained by the Christian Endeavor of the First Presbyterian church at the home of Miss Vera Spencer, who was a former student of Hastings College, Saturday evening after the concert at the opera house. Games, music, and readings were enjoyed by all present after which a dainty lunch was served by Mrs. W. E. Spencer, assisted by Mrs. Ella Young. All departed at an early hour in the morning feeling that they had thoroughly enjoyed themselves and that the Glee Club was a jolly bunch of young people well worth knowing.

## USE OF TENTS AND PAULINS

We call attention to the ad in Section 2 of this paper.

Almost in the heart of the retail section of Omaha is the Hotel Boquet. The proprietors, J. E. Boquet & Son, aim to make their place headquarters for stockmen and give special attention to their accommodation. As will be seen by the advertisement, Hotel Boquet is conveniently located for persons who have business in South Omaha and who wish to also take in the main part of Omaha.

## RELIABLE MUSIC HOUSE

It is a pleasure to recommend A. Hospe Company, the old reliable music house of Omaha, for the reason that by a personal acquaintance with Mr. Hospe, the head of the establishment, and thru dealings with them in the purchase of musical instruments, we are sure they deserve a word of commendation. It will cost only a two cent stamp to write for the free Victrola booklet mentioned in their advertisement, whether an instrument is afterwards purchased or not. The amount of information that can thus be secured regarding a wonderful modern musical instrument will, no doubt, much more than repay the trouble of sending for it.

## RELIABLE DENTISTRY

The importance of good dentistry can scarcely be overestimated, in view of the fact that one's health depends largely upon the condition of the teeth. If readers of The Herald will use the same care in selecting their dentists that we use in advertising for them, it may mean much for their welfare. Having for a number of years known the good reputation of Taft's Dental Rooms it is a pleasure to publish an advertisement for them in this issue and recommend the same to our many readers who may find it convenient to have dental work done while in Omaha.

## LIVE STOCK COMMISSION MEN

Only a few live stock commission firms are represented in this issue of The Herald. Others will come in later issues, orders having already been received for the same. It is a pleasure to recommend men and firms in whose business ability and integrity we have confidence, such as we have in Alex G. Buchanan & Son, Tagg Brothers, Rosenbaum Bros. & Co. and the Great Western Commission Co. We request every stockman who reads this paper to read every word of their advertisements. If you can favor them with a liberal share of your business, it will be appreciated by The Herald.

## SUCCESSFUL HORSE SALES

When one considers the advantages of Lincoln as a location for selling and buying horses and mules, he wonders why such a market was not established there sooner. F. W. Lester and his son, Dr. Claude L. Lester of Alliance, both experienced and successful horsemen, recognized these advantages and about the first of this year secured a lease on the necessary buildings at the state fair grounds. The first sale was held January 16th, when about seventy-five head were sold. As stockmen learn of the market, the business increases. About 225 head were disposed of at the sale held March 26th. The Lincoln Horse & Mule Company has been incorporated with a capital of \$25,000. Some of the leading horsemen of Lincoln are stockholders.

## Hide and Fur Dealers

Just now it is a little out of season for much business in hides and furs, but it may be that some Herald readers have some to sell, or want some fur coats, robes or sets made, or mounting done. We are pleased to recommend the Omaha Hide & Fur Co., and call attention to their ad, which keep for reference. Write them for information not contained in the advertisement.

## SEEDS THAT GROW

Not seeds that somebody thinks will grow, but seeds that have been tested and proved reliable. These are the kind that come from the Griwald Seed Co. of Lincoln. When you go to the store to buy seed you cannot do better than ask for Griwald's. If your dealer does not handle them, write for price list at once. See the ad.

## PICTURES FOR STOCKMEN

"As we journey thru life let us live by the way." Stockmen and their families would find a great deal of pleasure, and at times profit, if they would have photographs made of ranch scenes and animals, as well as persons, and then have "half-tone cuts" (photo-cuts) made from them for use in local newspapers and other printing. The cost is not as great as some would think. Notice the ad of The Bee Engraving Department, Omaha, and write for information, including prices.

## WELL PLEASSED WITH WORK

F. H. Newell, director of the United States reclamation service, was interviewed in Lincoln the other day. He and a party of officials had been covering this end of the state. He said: "The western section of the state, north of the Platte river, will rank well with any agricultural section of Nebraska in a few years," said Mr. Newell. "Colorado farmers and those in some other section of the country are still a little slow in awakening to the possibilities of dry farming. "It is the purpose of the Washington officials in making the trip to stimulate the interest of farmers in the western section in the reclamation work."

In the party traveling in a special car were A. A. Jones, first assistant secretary of the Interior; John Harvey, assistant to Mr. Jones; Clay Tallman, commissioner of the land offices; F. R. Dudley, chief of the division of railroad grants; F. H. Newell, director of the United States reclamation service; W. C. Mendelhall, chief of the land classification department of the geological survey, and E. Z. Murphy stenographer.

Representing Secretary of Agriculture Houston were T. N. Carver, in charge of rural organization; Chas. J. Brand, head of the markets department, and W. T. Swingle, in charge of stock breeding and agricultural experiments. Mr. Swingle has made an exhaustive study of the plant life best suited to the dry regions and will give the results of his experiments at the Denver meeting.

## HERALD PUBLISHING COMPANY

Alliance, Nebraska.

Nifty spring footwear, Alliance Shoe Store, 31 S. 5th St.

## STOCK BRAND DEPARTMENT

New Feature of The Alliance Herald that Will Interest the Ranchmen of Nebraska

The Alliance Herald is opening a Stock Brand Department a new improved plan. In order to make it convenient to find any name appearing in this department, the names will be classified alphabetically by counties. This department will be published weekly in The Herald. We expect this department of The Herald to soon contain the most complete directory of brands ever published in Nebraska, outside of the brand book of the Nebraska Stock Growers Association, and in time to include more names and brands than any issue of that book yet published.

The charge for publishing a card in this department, giving name of ranch, location, description of brands and cut of same, will be six dollars per year for a space one column in width and one inch deep. The price includes the etching of the brand on a plate furnished by us. If more than one inch in depth is required, the charge for each additional inch or fraction thereof will be four dollars. Where the space ordered is sufficient to permit the use of a cut of cow, steer or horse, such cut will be used without extra charge. If the space ordered is not sufficient to use a cut of an animal, the brands will be engraved on a blank plate.

On subscriptions to The Herald received with orders for a card in the Brand Department, a price of one dollar per year will be made, the regular price being \$1.50.

Every stockman who has his brand registered with the secretary of state should be represented in this department of The Alliance Herald, which is the official organ of the Nebraska Stock Growers Association, and is sent to every member. A few dollars invested in this way may save you hundreds of dollars; besides it will help in The Herald's great "getting in touch movement" to have your name in the list.

Send us your order immediately. We will begin running the Stock Brand Department in the first issue of the paper in May, but orders received immediately will be published in the last April issue without charge.

HERALD PUBLISHING COMPANY, Alliance, Nebraska.

Nifty spring footwear, Alliance Shoe Store, 31 S. 5th St.

## FIRST HORSE AND MULE SALE

Alliance Horse & Mule Co. Will Commence Sales for Season 1914, June 11 and 12

Since returning from Lincoln a few days ago, Dr. Claude L. Lester has completed arrangements for the opening sale, for the season 1914, of the Alliance Horse & Mule Company, of which F. W. Lester & Son are managers. The sale will be held at the stock yards at Alliance, Thursday and Friday, June 11 and 12.

There is every indication that this sale will be a good one, probably surpassing those of last year. Persons wishing any information regarding it may obtain the same by calling on R. M. Hampton at the First National Bank.

## New Florist Shop

E. W. Ray has moved his flower shop into a new car built especially for the purpose which will be located on the First National Bank corner. A built-in refrigerator for keeping cut flowers has been provided as well as plenty of window space for a display of the plants. A telephone and electric lights have been installed. The car is commodious and well adapted to the purpose to which it has been put.

## JUNIOR NORMAL JUNE EIGHTH

Sessions of Summer School to Begin Second Week in June and Continue Eight Weeks

The Alliance Junior Normal will open June 8 and continue for eight weeks. The attendance last year was nearly a hundred, this year it is expected that more than that number will attend. Junior Normal is a state institution, run at the expense of the state, the only expense to the student being a \$2 enrollment fee. The use of books are furnished free. This will be the seventh year that the sessions of the normal have been held in Alliance. The high school building is used by the normal. The first week is what is known as institute week. Prof. C. W. Pugsley, of the state agricultural college will have charge of the special institute work.

The faculty will be the same as last year. Miss Della Reed, county superintendent here, will be registrar of the normal. Prof. Earl M. Cline, superintendent of the Geneva schools, will be principal.

Other members of the faculty are: Prof. Braham, superintendent of the Sidney schools; Prof. Earl Meyer of Lincoln; Prof. Simeon Moss, superintendent at Wisner; Prof. Ralph Marrs, superintendent at Bridgeport; Mrs. Gertrude Fulton of Lincoln and Prof. H. H. Reimund, superintendent at Weeping Water.

## SADDLES AND HARNESS

Most of the readers of this paper

are interested in saddles and harness. It is a pleasure to present thru our advertising columns and recommend Harpham Bros. Company, the well known and reliable manufacturers and dealers of Lincoln.